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Adidas has finally made a golf shoe version of the popular three-striped Superstar sneaker

Originating in basketball and made popular by Run-DMC, the Adidas Superstar shoe has made its way to golf

By Brittany Romano | August 13, 2020



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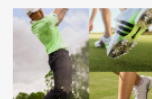
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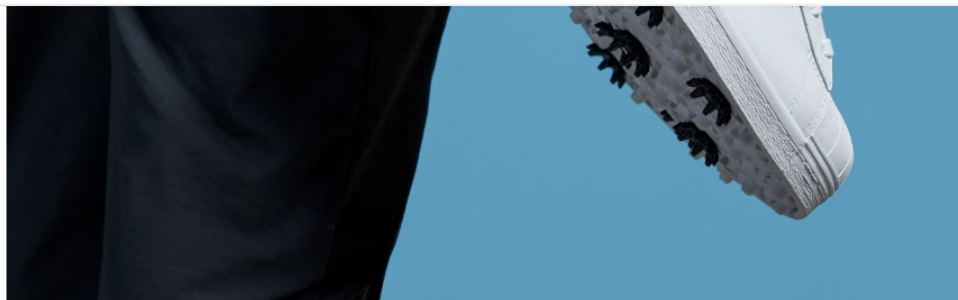
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Exhibit 21
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[Adidas Superstar Golf Shoe | BUY NOW: \\$130](#)

A didas has released a Superstar golf shoe to celebrate the 50th anniversary of the classic leather sneaker, which was originally built for basketball but later became a streetwear staple. The simple white golf shoe features the iconic three-stripe Adidas tag in black and is adorned with gold-foiled details to honor the cross-generational sneaker. A first of its kind for the golf collection, the Adidas Superstar golf shoe is available now in limited quantities.

Related: [Adidas releases electric pink golf shoe as part of Olympic-inspired Tokyo Collection](#)

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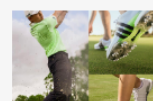
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The golf version of the Adidas Superstar (\$130) is almost an exact replica of the original sneaker, albeit with on-course technology blended seamlessly into the design. It's made with a waterproof full-grain leather upper, the trademark three-stripped design, rubber shell toe and the iconic gold foil "Superstar" lettering. Six cleats are integrated into the sole of the shoe, accompanied by a scattering of secondary lugs for performance-ready traction and stability.



The Adidas Superstar originally launched in the late 1960s and was put on the map when basketball star Kareem Abdul-Jabbar wore the leather kicks during the 1970-1971 season with the Milwaukee Bucks. Most basketball players wore canvas shoes at the time and Adidas saw a need to provide a more durable alternative with a reinforced toe to support rapid change in direction on the court.



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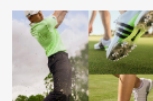
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Hip Hop group Run-D.M.C cemented the shoe's style prominence off the court with the release of the song "My Adidas" in 1986. The group wore the shoe sans laces and often paired with Adidas tracksuits. Adidas penned a million-dollar deal with the group—an endorsement that was first of its kind between a musical group and a major corporation.

The simple leather shoe has since been a mainstay in the fashion world and has seen a resurgence in the last few years as sneakers remain at the top of the style charts. The golf version is expected to be a hit among nostalgic Adidas fans and fashion-forward golfers alike.



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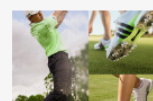
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"The Superstar is a timeless piece of footwear that's recognized and worn by people all over the world," Adidas Golf global footwear direction Masun Denison said. "It's always stood for those that are eager to push boundaries as well as stand out from the crowd, and we wanted to bring that style and mentality to the course."

The Adidas Superstar Golf Shoe retails at \$130 and is available at [adidas.com](#), [Golf Galaxy](#) and [Zappos](#).

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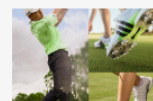
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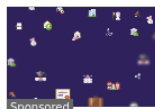
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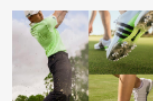
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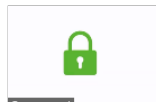


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ADIDAS ORIGINALS' BURGUNDY TRACK PANTS ARE THE PERFECT RETRO STAPLE

A timeless classic.

The track suit trend is without a doubt here to stay, and [adidas Originals](#) just dropped the perfect burgundy pair. The pants bring back the retro aesthetic, keeping the silhouette minimal with only the brand's signature three-stripes contrasting on the sides. The timeless trousers works perfectly paired with a [matching jacket](#) and a pair of [classic sneakers](#), and can be dressed up or down for any occasion.

Available at [SSENSE](#), the pants retail at \$70 USD. Check out more must-have [adidas](#) pieces [here](#).

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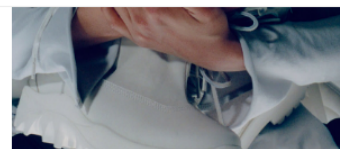
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ATHLETIC & OUTDOOR

MAR 14, 2017 3:01PM PT

The Inside Scoop on How Adidas Became One of the Industry's Most Sought-After Brands

By Sheena Butler-Young

Adidas Group North America president Mark King.

CREDIT: COURTESY OF ADIDAS.

Adidas AG has mastered the listening ear.

In a retail landscape defined by ubiquitous advertising messages and hit-and-miss omnichannel strategies, the spirited revival of the once-fledgling Germany-based brand has hinged on its ability to distinctly hear the voice of a grossly misunderstood consumer.

"The biggest pivot we've made is to put the consumer first," explained president of Adidas Group North America Mark King in an exclusive interview with *Footwear News*. "We have been able to build an infrastructure around staying connected to the consumer, listening to the consumer and reacting with speed to the consumer and have built a brand that the consumer is excited about."

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Adidas Originals Tubular Doom Primeknit in gray.

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In the current age, that's no small feat.

The e-commerce boom, hefty brick-and-mortar costs, consumer shifts to experiential spending and the uncertainty surrounding the presidential election last year have all been cited as factors sending fashion brands and retailers to the bankruptcy courts at an unprecedented rate.

The Sports Authority, City Sports, Bob's Stores, Sport Chalet, MC Sports and Luke's Locker are just some of the sporting goods firms disproportionately hit by retail's challenges: They all sought Chapter 11 protection over the past two years.

And, for what it's worth, many companies — fledgling or surviving — during the past few years have taken a stab at digital growth and product improvements. But few can boast the across-the-board growth numbers Adidas has produced.

In 2016, the company saw 30 percent sales gains in the highly volatile Americas region and double-digit growth in nearly every geographical segment in which it operates. And looking ahead, the firm predicts more robust numbers. After announcing a record-breaking fourth-quarter and fiscal 2016, last week Adidas significantly upped its profit outlook for the next three years.

Adidas Originals NMD.

CREDIT: COURTESY OF BRAND

"I don't think it's a secret — a lot of companies talk about a lot of things because it's what's been proven or works for other successful companies," King said. "[But] the core of what we do is sport, and we're listening to what athletes want. And what do they want? They want collaborations with Pharrell [Williams], and they're excited about Kanye West. We really said we've got two opportunities here: one on the performance side and one on the style, and [we decided to] bring those together."

So when Adidas recruits athletes these days — James Harden, Kristaps Porzingis and Lionel Messi are among those to don the brand's signature three stripes — "we've got great performance products when they play their game and great style products when they're off the court, pitch or field," King said.

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James Harden's signature Adidas sneakers: Pioneer. Harden Vol. 1.
CREDIT: COURTESY OF ADIDAS.

Coupling its sports-culture formula with a strategic plan to expand globally through its influence in major cities such as Los Angeles, New York, Paris and Tokyo, is setting the firm up to yield serious dividends.

And, with a blockbuster 2016 in the books, King shrugs off concerns about whether the brand can sustain its momentum.

"I felt a lot more pressure two years ago when nobody wanted to buy our stuff. I think you live for this moment to create something unique and special and drive that forward," he said. **"We're very pleased with the progress, but we're not satisfied with where we are. We think we have a lot of runway to improve and get better and bigger."**

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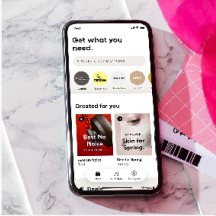
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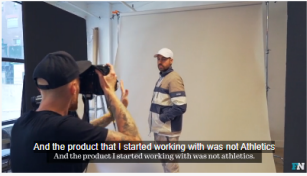
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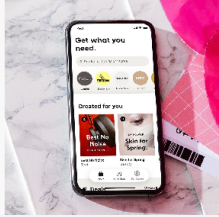
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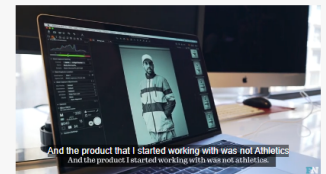
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Fashion News

Alexander Wang Announced a Major Collab With Adidas at Fashion Week

Our athleisure dreams are coming true.

By **Erin Reimel**

September 11, 2016



FilmMagic

Fashion and function have found a harmonious medium in the athleisure that's *everywhere* right now. And **one of our favorite athleisure designers** just so happens to have just announced a major collaboration with an iconic sportswear brand. Talk about perfection.

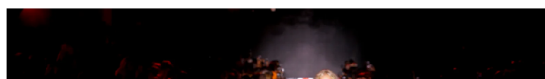
After **Alexander Wang's** spring-summer 2017 runway show on Saturday, guests were given a sneak peek at an 84-piece collection with Adidas that rumors had been flying around about for quite some time (Wang had **another athleisure line with H&M** just two years ago). Just as the show ended, a short film popped up on the screen introducing the capsule before models headed down the runway.

Wang's line includes T-shirts, sweatshirts, and hoodies with an upside-down graphic appliqué, and a group of tricots and shorts with a monogram print with an inside-out stitching of Adidas' iconic three stripes. There's also three shoe styles.

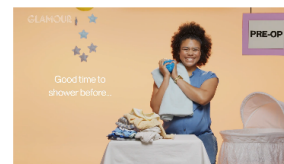
Check out some of the looks:



NEW YORK, NY - SEPTEMBER 10: Alexander Wang walks the runway at Alexander Wang show during New York Fashion Week at St. Bartholomew's Church on September 10, 2016 in New York City. (Photo by Antonio de Moraes Barros Filho/FilmMagic) FilmMagic



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There were three pop-up shop locations in NYC today selling pieces from the collab, and there will be pop-ups in London and Tokyo on September 17. For the rest of the world, the collection will be available this spring—exact date TBA.



For a look at the best ways to nail the athleisure trend, check out [our top Dos and Don'ts](#).

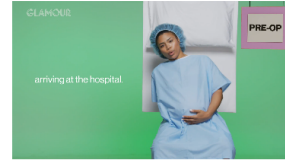
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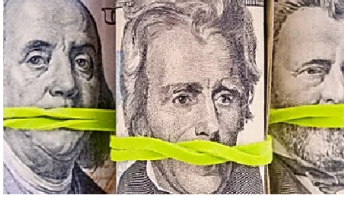
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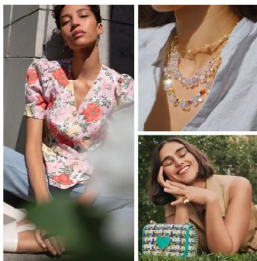
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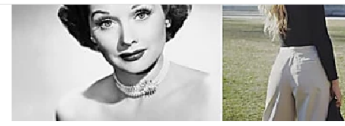
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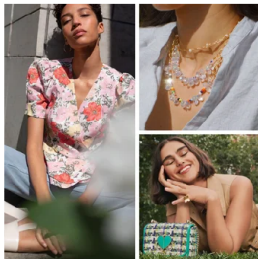
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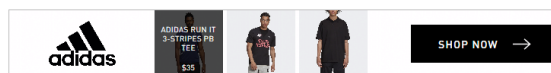
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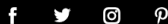
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Jul 13, 2014, 11:01pm EDT

Three Brands That Won At The World Cup



Rob Schwartz Contributor @
CMO Network - OLD

I cover advertising. Most of it's award-winning. Some has potential.

f Congratulations, Germany. You are the champions of the 2014 World Cup. After defeating Argentina in overtime there is no disputing it. **tw** Now, after 31 days, 64 matches and well over \$400 million in marketing spend, we turn our attention to a more subjective question: Which brands won the 2014 World Cup? Here are three that could certainly claim the crown. **in**

adidas

Ok, so Nike may have won the battle for views on YouTube. In fact, Nike's "Winner Stays" earned over 86 million views, while adidas' "Messi's Dream" racked up close to 36 million. But there was no denying the adidas brand presence at the World Cup. And the idea of "all in or nothing" served to be the right sentiment – especially when it came to the elimination rounds. (Full disclosure, the adidas World Cup creative came from my network, TBWA.)

What was even more clever was that adidas was the only brand to turn the stadium signage into a conversation. In fact, towards the end of each half or the end of a match, adidas posted their more urgent "orange" stadium signage that said, "now or never." This line always reflected the intensity of the moment for the player, the teams and the fans. And because it was so relevant in such a conspicuous part of the field, it conveyed adidas' futbol expertise. No small feat considering how stringent FIFA can be when it comes to "animating" stadium signage.

adidas also performed a master-stroke with a smartphone camera case that featured their famous Three Stripes. Lukas Podolski flashed it in a post-match selfie with teammate Bastien Schweinsteiger.

Of course, the last and arguably most powerful place adidas won was with team sponsorship. Both their home country champion, Germany, as well as Argentina proudly wore the Three Stripes.

VW

The National team and adidas weren't the only Germans who scored big during World Cup. VW did some winning stuff, too. Sure, they did the obligatory futbol-themed TV spot featuring an announcer commenting on the new Golf GTI's athletic performance on the road. But what was more impressive and smart was their real-time "Goooolf Celebration" initiative. After each team scored, VW launched a charming digital banner featuring a Golf GTI kitted-out in the team's colors streaking across a digital pitch to celebrate the "Goooooal." It also didn't hurt that Das Auto comes from the same part of the world as Das Championship Team.

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McDonald's

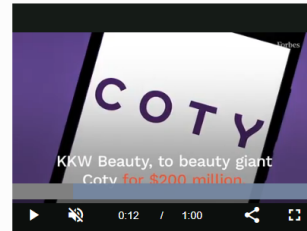
It's not immediately intuitive to think World Cup and McDonald's. But the Golden Arches turned the sports spectacle into a golden opportunity. (Again, full disclosure, I work on McDonald's, but not on this campaign.)

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McDonald's won in three areas: on the field, online and at the restaurant.

On the field, before every single match, McDonald's Player Escort program was in full swing as players walked on the field hand-in-hand with a kid all suited up in gold and red branded kit. This year there was a nod to Ronald McDonald House charities as the kids wore red and white striped socks. Great awareness.

Online, McDonald's scored with two pieces of content. Their charming "Trick-shot" film was a web-pleaser with over 6 million views. In addition, McDonald's created some tasty web-snacking with their fun and timely French fry re-creations of plays from the different matches.

At the store level, McDonald's rolled out FIFA-inspired packaging that featured 12 different designs from different artists. Even a fun little Augmented Reality app let you join in on the futbol-trick-shot fun.

Summing It Up

Futbol is a difficult pitch – in every sense of the word. First, brands need to find a way to be relevant. For adidas, it's seamless. But give VW credit for connecting the language of the game, "Goooooal" with the name of their product, "Goooooof." And give McDonald's a nod for connecting the joy of the game with the joy that's baked into their brand.

There's another challenge, too. The televised match has almost no commercial-breaks for advertisers to showcase their message with a spot. So it's incumbent upon marketers to think beyond TV to the pitch itself -- like adidas did. To the goals and replays like VW. And to social, web and your own real estate in the case of McDonald's.

Well, there you have it. Three winners. And more than enough time to think up how your brand will win four years from now at the 2018 World Cup in Russia.



Rob Schwartz

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I am the chief executive officer at TBWACHATDAY, New York. When I'm not blogging about award-winning advertising on my blog, "Metal Potential," I'm doing my best to... [Read More](#)

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